

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

In re Patent Application of:  
Ravi Raj et al.

Application No.: 10/671,268

Confirmation No.: 6536

Filed: September 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD FOR MANAGING  
AN ADVERTISING CAMPAIGN ON A  
NETWORK

---

Examiner: N. Boveja

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated August 20, 2007, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.